Research cost? Develop print cost.

Cash flow — What's net out of pocket on DM?

Circulation Planning Worksheet

Date: 12/9/1991

meaning?

Sub $ response

Grace cost/copy $2.00

Activity	# Mailed	Mrktg CPM	Mailing Cost	Gross Resp Rate	Gross # Subs	Sub Price	% Credit	# Cash Orders	Non Pay%	#Billd Subs	# Bills Mail'd	Billing CPM	Billing &Grace Cost	Net Subs	Gross Revenue	Gross Rev Per M Mailed	Net Revenue	Rev Per Pd Sub	Net $ Per $ Invest
New Business																			
DM test	50,000	300	15,000	2.50%	1,250	20	100%	0	50%	1,250	3,389	491	3,153	625	12,025	241	-6,128	-9.80	-0.34
DM Rollout	200,000	225	45,000	3.00%	6,000	20	100%	0	50%	6,000	16,265	491	15,133	3,000	57,720	289	-2,413	-0.80	-0.04
Blowins	340,250	31	10,585	0.63%	2,137	20	100%	0	40%	2,137	5,794	491	5,045	1,282	24,836	73	9,207	7.18	0.59
Bindins	224,250	25	5,606	0.67%	1,497	20	100%	0	40%	1,497	4,059	491	3,534	898	17,400	78	8,259	9.19	0.90
Gift Mail	51,250	373	19,116	1.36%	696	17	90%	70	20%	627	1,698	491	1,276	571	9,628	188	-10,764	-18.86	-0.53
Gft bind/oth	0	0	0		1,247	17	90%	125	20%	1,122	3,042	491	2,285	1,022	17,243	#DIV/0!	14,958	14.63	6.55
Agency/Inst	0	0	0		80	33	0%	80	0%	0	0	491	0	80	2,610	#DIV/0!	2,610	32.62	#DIV/0!
Misc Promo	5,000	369	1,844	1.00%	50	20	100%	0	50%	50	136	491	126	25	481	96	-1,489	-59.56	-0.76
Pkge Inserts	5,000	45	225	2.00%	100	20	100%	0	50%	100	271	491	252	50	962	192	485	9.70	1.02
White Mail	NA	NA	0		897	20	90%	90	30%	807	2,188	491	1,775	655	12,755	#VALUE!	10,981	16.77	6.19
Subtotal	875,750		97,377		13,955			364		13,591	36,842		32,579	8,209	155,660	178	25,705	3.13	0.20
Renewals																			
Individuals	57,660	397	22,899	15.43%	8,897	35	18%	7,295	20%	1,601	3,123	491	2,662	8,576	292,796	5,078	267,236	31.16	10.45
Dnr Gft Rnw	19,675	NA	0	6.22%	1,224	21	15%	1,040	20%	184	359	491	306	1,187	24,474	1,244	24,168	20.36	79.01
Institutions	700	222	155	52.86%	370	37	21%	693	5%	77	150	491	110	766	13,978	19,969	13,713	17.90	51.76
Tip-Ons	15,915	68	1,078	4.56%	725	35	18%	595	20%	131	255	491	217	699	23,868	1,500	22,573	32.29	17.43
Subtotal	93,950		24,133		11,216			9,623		1,993	3,886		3,294	11,228	355,117	3,780	327,690	29.18	11.95
													4,262		3,656				
Misc																			
Promo Prod			15,000														-15,000		-1.00
Users Manl	11,216	85	953		NA												-953		-1.00
List Rentals	286,875	29	8,319		NA										22,950		14,631		1.76
Research			5,000														-5,000		-1.00
Training			1000														-1000		-1
Subtotal	0		30,273		0										22,950		8,631		0.29
Grand Totals	969,700		151,782		25,171			9,987		15,584	40,728		35,873	19,437	533,727		362,026	18.63	1.93

1 of 6 — 30% never respond — 1½ efforts per renewer

Cell: A8
Note: Dm test scheduled for 4/1. Rollout scheduled for 9/5.

Cell: L8
Note: # Bills mailed based on four efforts and net nonpay rate of 50% of total subs billed

Cell: N8
Note: Billing and grace cost includes billing cpm times number of M bills mailed plus # of billed orders times nonpay rate times $2 for cost of one grace issue, plus $0.38 for billing retn post times # paid-up orders billed

Cell: P8
Note: (Gross revenues) equals (# cash and paid-up subs) times (sub price) less (return postage $0.38 times gross subs)

Cell: R8
Note: (Net $ revenue) equals gross revenue less (mailing cost and billing/grace cost)

Cell: B10
Note: Blowin # mailed based on two cards for '91 newsstand printing plus one card for '91 sub circ plus dm test net subs plus 50% of rollout

Cell: C10
Note: Blowin CPM includes $5.7/M for CCS plus $18/M for second card to newsstand

Cell: D10
Note: Blow-in mailing cost based on number printed, NOT circ

Cell: E10
Note: Blow in gross resp rate based on '90 blowin total subs as percent of '91 printing (55Mx4)

Cell: B11
Note: Bindin # mailed based on '91 printing (55Mx4) plus dm test net subs plus 50% of rollout

224,250 = 223,000 + 625 + 5 x 3250 (1625) ①

② why net? →
③ multiple cc for DM recipients

Cell: C11
Note: Bindin CPM includes $4/M for CCS

Cell: D11
Note: Bind-in mailing cost based on number printed, NOT circ

Cell: E11
Note: Bind in gross resp rate based on '90 bindin total subs as percent of '91 printing (55Mx4)

Cell: B12
Note: Gift # mailed equals '91 mailing plus dm test plus 50% of rollout

Cell: C12

Note: Gift mail CPM based on '91 costs

Cell: E12
Note: Gift mail gross resp rate based on decreased projs for '91 mailing

Cell: F13
Note: Gift bind/other gross subs equal to '90 new gift subs less '89 and '90 xmas mail responses, times 1.3 for increased dm and bind-in circ

Cell: F14
Note: Agency gross subs based on '90 new sub totals

Cell: F17
Note: White mail gross subs based on '90 white mail time 1.3 for increased PR and dm

Cell: B22
Note: # renewals mailed based on KJ projs for '92 regular subs

Cell: C22
Note: Renewal CPM includes $0.38 for return postage

Cell: F22
Note: # net renewal subs based on KJ '92 gross resp projs less 25% of E2/E5 for tip-on responses

Cell: G22
Note: Renewal sub prices based on avg from KJ '92 projs

Cell: H22
Note: Renewal credit rate taken from KJ '92 projs

Cell: J22
Note: Renewal pay-up rates based on KJ '92 projs

Cell: P22
Note: Renewal gross revenue includes deduction for cash order reply postage ($.38)

Cell: B23
Note: Donor gift renewals mailed based on KJ '92 projs

Cell: C23
Note: Donor mailing costs are included in new gift mailing

Cell: F23
Note: Gross gift subs renewed based on KJ '92 projs

Cell: B24
Note: Agency # mailed based on KJ '92 projs.

Cell: F24
Note: Agency gross subs equals gross resp from KJ '92 projs.

Cell: B25
Note: # tip-ons mailed based on KJ '92 renewal projs for regular subs

Cell: F25
Note: Tipon gross subs equals 25% of E2/E5 gross resp from KJ '92 projs

Cell: A32
Note: Users Manual is insert for new paid and 1st effort billed subs

Cell: A33
Note: List rental applies to rentals of WER/Pacific list only

Cell: P33
Note: WER list rental gross revenues based on '91 revenues less 15% for exchanges